



# UNDERSTANDING HOW THEY THINK

Figuring out why your loved one has chosen to wait to be vaccinated is key to knowing how to best approach your conversation with them. Visit [TheCostsOfWaiting.com](https://www.thecostsofwaiting.com) to learn the next steps for starting a conversation about COVID-19 vaccination today.

## LOW INVOLVEMENT DECISION-MAKERS



Passive recipient of knowledge

Feels impartial and neutral

Neither vaccinating or being unvaccinated is an identity point

Low fear of social or health-related punishment

Vaccination feels routine; going out of the way to get vaccinated is a barrier

Not closely following news & updates

Considers themselves low-risk

## HIGH INVOLVEMENT DECISION-MAKERS



Actively engaged & researching

Emotionally-charged and potentially defensive

Vaccination status is an identity point

May fear social retribution for making a choice "not in line with the group"

Vaccines feel novel, unique, and out of the ordinary

Closely follows and frequently shares news & updates

Worried this could potentially be a high-risk choice